



Executive Committee
Vice President, External Affairs
2016/2017

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1. GOALS

For clarity, I have divided my goals for the year into two categories; portfolio goals, and project-specific goals. It is worth noting that the project-specific goals often directly tie into larger portfolio goals.

Portfolio Goals:

Where do you want the office to be in a year from now?

1) Research

One of the goals that I have for the year is to increase the research-capacity of the office, so that we can work to better support our policies and advocacy with concrete data. This will also include beginning to collect relevant data about our membership to include in this research.

This goal will be accomplished through a variety of combined efforts. The first step, which has already been taken to increase research, is to expand the scope of the Transit Commissioner to be the External Affairs Research Commissioner. With increased hours and a larger prelude for research, it is my hope that this new staff position will be able to bolster the research capabilities of the office while working closely with the Policy Advisor.

The VP External Office will also be commissioning Seeds Projects as another means of improving the quality of research in the office. Seeds Projects are run through UBC and grant students credit hours for completing a large-scale research assignment under the supervision of a professor, at no cost to the commissioner of the project.

2) Campaign Engagement

On-campus engagement is an area that the VP External Portfolio has generally suffered in, aside from the very successful Get-Out the Vote Campaigns. With a general apathy from the average AMS member on external issues, it can be an uphill battle to foster engagement and action from the student body on policy issues. This year, the VP External Portfolio will work to engage students on all issues that it works to address, through on campus engagement campaigns, composed of informational material, events, and more. Without demonstrating strong support for policy changes in these areas, we cannot expect government officials to be as eager to assist us in our goals.

To make this happen, the External Affairs Office will never run a passive advocacy campaign. That is to say, that we will never run a campaign that does not ask for some level of student engagement. This engagement could be encouraging students to vote or to sign a letter as a part of a letter-writing campaign. We will also always give the opportunity for students to become involved in a more meaningful way; as outreach volunteers for instance.

3) Reconnecting the External Portfolio w/ the AMS Brand

One of the chronic problems that I feel that the AMS suffers from is the lack of clarity with which we communicate to our membership what we do. Advocacy in particular,

suffers from little student engagement and awareness. To combat this problem, all campaigns run throughout the year will feature prominent AMS branding. I hope that in future years, these efforts will pay off and will be reflected in higher ratings of AMS advocacy effectiveness, as measured by the Academic Experience Survey.

Project-Specific Goals:

What do you want to accomplish with each major project?

1) Provincial Elections

This year, we are fortunate enough to have the opportunity to use the provincial elections to highlight student advocacy interests. The task of bringing out student voters for this elections however, will be especially difficult due to the scheduling of the elections in May of next year, when students are not in school and therefore are harder to reach out to. While it will be challenging however, the provincial elections are critical to the AMS's lobbying strategy and goals. Many of the issues that students and the AMS care most about, including tuition caps, funding for post-secondary institutions, and student loan programs are all provincially controlled. It is critical that the AMS membership's voice be heard and listened to on these important issues. A poor voter turnout also has the potential to send a message to provincial politicians that students are apathetic to these issues.

For this reason, the External Affairs Office has made the goal of reaching a 60% voter-turnout rate among eligible UBC students. We hope to make this possible by mounting a robust and engaging campaign, which will begin well before the immediate lead-up to the elections. We also hope to work closely with Elections BC to make voting as easy as possible for students, with possible options including on-campus voting, and advance mail-in ballot.

2) Affordability

The goal of the Affordability Campaign is to serve as the pre-cursor to the provincial elections campaign, and to establish affordable post-secondary education as a priority youth-voter issue in the upcoming elections. Through a series of informational campaigns and action items for engaged students to participate in, we hope to draw attention to the consistent decline in provincial funding to core university funding and deferred maintenance, as well as the high interest-rates on provincial student loans. It is our hope that these campaigns will demonstrate the importance of these issues to student voters, which we hope, in turn, will lead to discussion and elections promises on these issues.

3) Housing Campaign

The housing campaign this year will focus exclusively on housing rights that are not afforded to student who live in Student Housing, as a result of them being excluded from the Residential Tenancy Act of BC. The campaign will work to bring awareness to this issue, and have the ultimate goal of gaining greater legal protection for students living in

student housing. This can be achieved in one of three ways: 1) provincial regulations, 2) provincial legislation, 3) improved UBC housing contracts.

4) SUDS

This year, the goal of SUDS will be both to increase attendance from 80 delegates last year to 100 delegates, as well as to have the conference set the stage for collaboration between student associations for the coming year. On an AMS level, this will help make connections with both U15 schools, and BC student associations that we will work with to collaborate on Provincial Elections campaigns. As of July 5th, we reached 70% of our overall enrollment goal, with 20 schools participating. Over the coming weeks, we will reach out to other schools personally to work towards our registration goals.

2. TIMELINE



3. HOW HAVE YOUR GOALS CHANGED FROM THE PLATFORM YOU USED DURING THE ELECTION?

With the possible exception of provincial sexual assault policy, none of my goals for the year have changed from my original elections platform. In my campaign, I mentioned provincial sexual assault policy as one of my campaign points, which I have excluded from my goals for the year because Bill 23 on Sexual Violence and Misconduct, was ta-

bled (and subsequently passed) at the BC legislature within only a few weeks of my arrival in-office. This being said, my involvement in this project is still ongoing, as both the VP External and Academic and University Affairs offices are working in collaboration with the AMS Sexual Assault Support Centre over the coming months to address the UBC Sexual Assault Policy. Together, we are mounting a campaign that will run in August and September to encourage students to participate in the consultation process on the proposed policy.

4. QUESTIONS?

As always, my office (Nest, Room 3524) is always open to those who have questions or would just like to discuss anything. I can also be reached at vpexternal@ams.ubc.ca and (604) 822 2050.